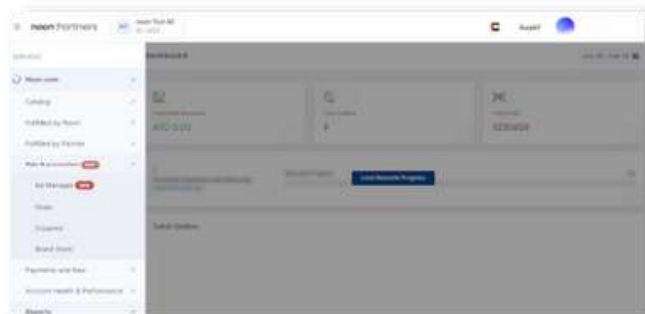


# Product Listed Ads (PLA)

How to: Keyword and/or Category Targeting

## 1. Accessing Ad Manager

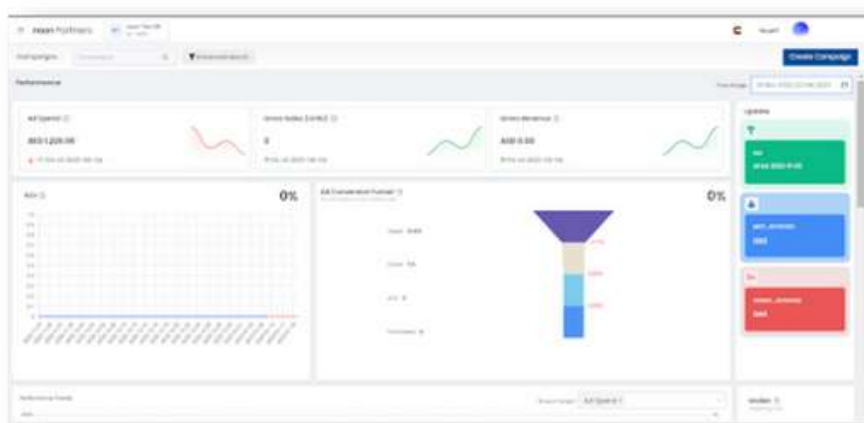
- The Ad Manager can be accessed from noon's dedicated partner dashboard, noon Partners.
- You can only create a PLA campaign for advertising on noon.com (meaning your campaign will not be displayed on any other platforms in the ecosystem, that is noon Grocery, noon Minutes, noon Food, SIVVI, NowNow, and Namshi).



*Note: If you are unable to view Ad Manager, kindly disable your Adblocker and try again.*

## 2. Creating a campaign

- Once you have accessed the Ad Manager, click the 'Create Campaign' button at the top right corner of your screen.
- Inserting campaign details: Name your campaign, and set the duration and daily budget (maximum budget utilized per day) for your campaign.



Name  
Test

Start And End  
☐ No end date  
2023-02-02 13:40 → 2023-02-02 13:40

Daily Budget ⓘ  
AED 1000

Marketplace  
Noon

Cancel Create

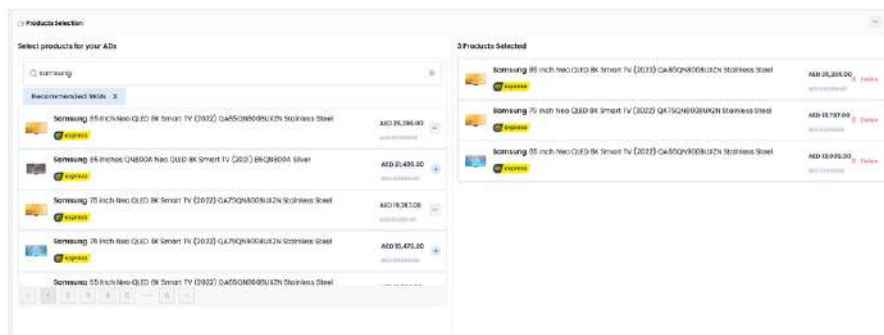
### Important!

Your "daily budget" may be consumed 10%-15% more as concurrent users will be accessing your ads.

*Note: If you do not want to set an end date for your campaign, just click the 'No end date' option to make your campaign an 'Endless campaign.'*

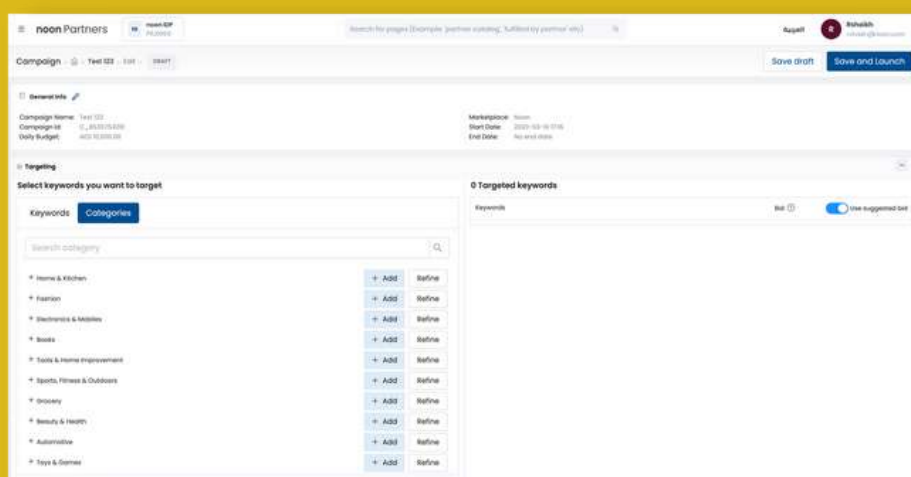
## 3. Selecting products for your campaign

- The list of SKUs will only display your live SKUs on noon.com.
- Add SKUs you consider part of the campaign from the list shown, or use recommended ones to get started. If you can't find any SKU you want to add to the campaign, search for them using ZSKUs.



## 4. Targeting

- Here, you have two ways of targeting your PLA campaign: by '**Keywords**' and/or by '**Categories**'.
- Until recently, all PLA campaigns used Keyword targeting. We have now introduced 'Category Targeting' to help you increase the visibility of your products and boost sales.



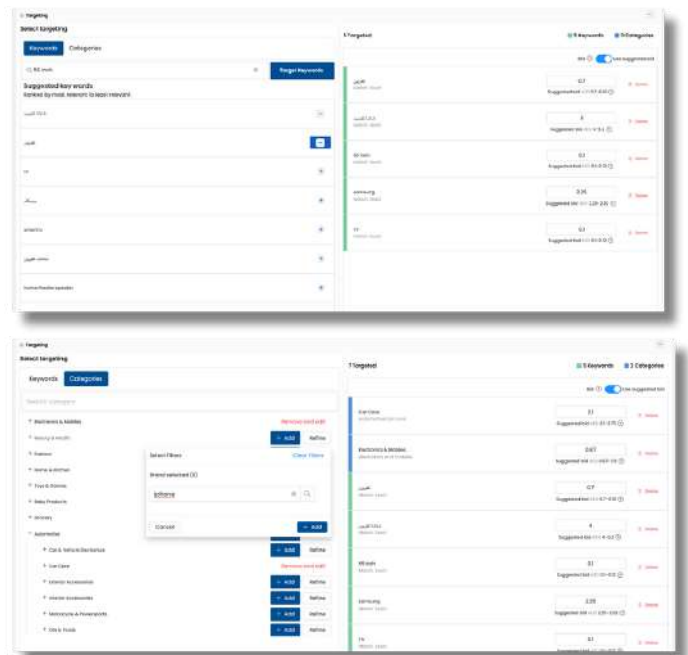
### What is Category Targeting?

- Category targeting in Product Listing Ads (PLAs) is a feature that allows you to target ads based on the product categories that are most relevant to your business. This means you can choose specific product categories, such as "electronics" or "home goods," and your ads will be shown to users searching for those products.
- Category targeting helps advertisers to reach a more relevant audience for your products and can improve the overall performance of your PLA campaigns. By targeting specific categories, advertisers can ensure that their ads are shown to users more likely to be interested in their products, leading to higher click-through rates, conversion rates, and, ultimately, sales.

*Note: Ads targeted via category targeting will be visible on the Product Display Page (PDP), not the category page.*

## 5. Selecting keywords/categories

- The list of keywords will be displayed once you click "Keywords." The list of categories will be displayed once you click "Categories."
- You can choose keywords from our recommended list (based on user behavior on noon) shown under "Suggested keywords." Alternatively, you can enter keywords you want to target for the campaign.
- Each category is further divided into multiple subcategories for you to choose from. You can add up to 50 categories/subcategories per campaign.
- You can only choose the parent category or one subcategory from each listed category. Furthermore, the 'Refine' feature can display your ad under selected brands' offerings. E.g. Under "Mobiles and accessories," you can select a brand like "Samsung" to advertise only "Samsung" products in the "Mobiles and accessories" category.
- You can add up to 50 keywords/categories per campaign.



**NEW**

## Introducing Phrase Match for Keyword Targeting

### What is "Phrase match"?

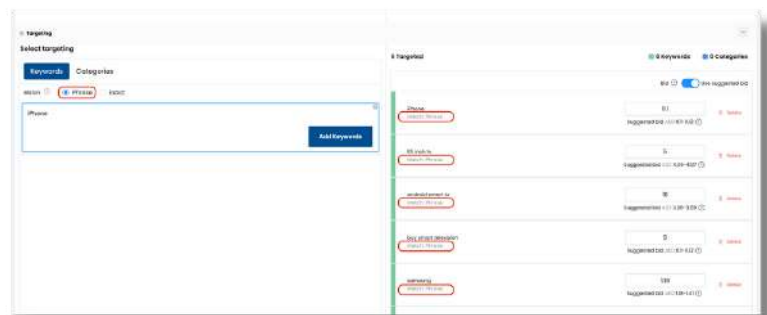
- You can now target specific phrases in customers' search queries.
- This means your PLA ads will appear when customers search for products that include your specified phrase, even if other words are included before or after.
- This expanded targeting capability will enhance relevance, increase your reach, and optimize your advertising budget.

### Example:

If your target keyword phrase is:

Your ad will be displayed even if customers search:

- |               |   |                                  |
|---------------|---|----------------------------------|
| Men's Shoes   | → | Men shoes black, white mens shoe |
| Mens Shoes    | → | mens shoes                       |
| Mens shoes    | → | Men shoe                         |
| Shoes for men | → | Shoe men                         |
|               |   |                                  |
| Toys          | → | Baby toys                        |
|               | → | kids toys                        |
|               | → | car toys                         |
|               | → | toys blue                        |



- To use "Phrase match," simply select the "Phrase" option when targeting a new campaign or editing an existing campaign.
- Add multiple phrases (you can add multiple phrases at the same time) and then place your bids.

## 6. Bidding

- Keeping in mind your daily budget, assign an amount for each keyword and category/subcategory that you have selected.
- Once you've selected your keywords/categories and completed refinement, you can enable the 'Use suggested bid' button. Suggested bids are based on noon's internal platform algorithms and it also takes into consideration the other partners' bids.
- We suggest you bid on the higher end of the suggestion to win the bid for your selected keywords/categories.

7 Targeted 5 Keywords 2 Categories

Bid ☐ Use suggested bid

Car Care automotive/care	21	Suggested bid AED 21-273 ⓘ	Delete
Electronics & Mobiles electronics and mobile	0.87	Suggested bid AED 0.87-113 ⓘ	Delete
مطبخ MATCH: ELEC	0.7	Suggested bid AED 0.7-0.81 ⓘ	Delete
تلفزيون MATCH: ELEC	4	Suggested bid AED 4-6.3 ⓘ	Delete
55 inch MATCH: ELEC	01	Suggested bid AED 0.1-0.2 ⓘ	Delete
samsung MATCH: ELEC	2.25	Suggested bid AED 2.25-232 ⓘ	Delete
TV MATCH: ELEC	01	Suggested bid AED 0.1-0.2 ⓘ	Delete

Bid ☒ Use suggested bid

21	Delete
Suggested bid AED 21-273 ⓘ	
0.87	Delete
Suggested bid AED 0.87-113 ⓘ	

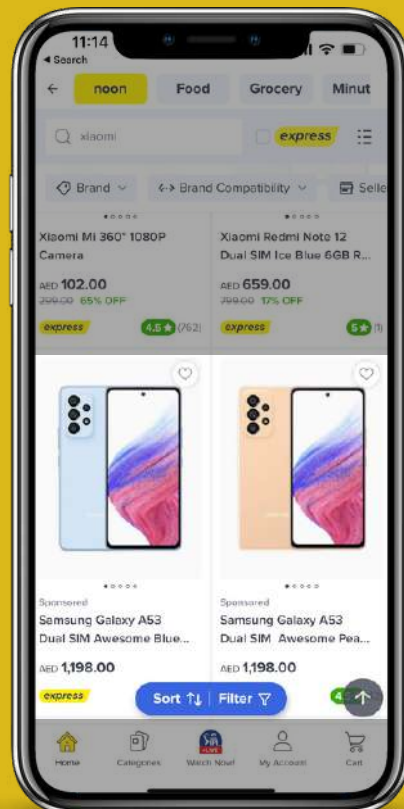
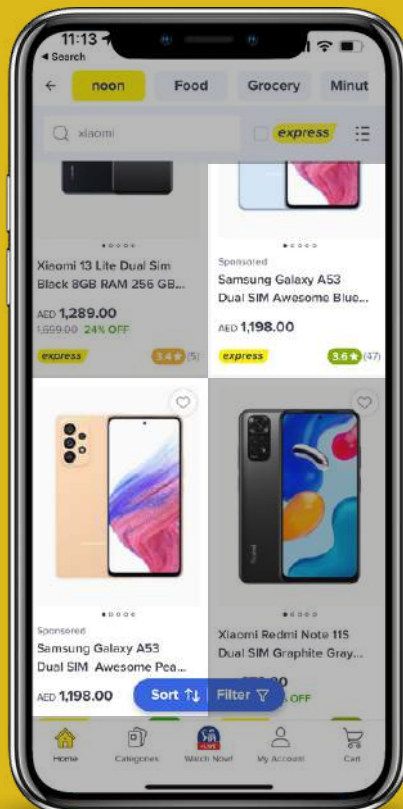
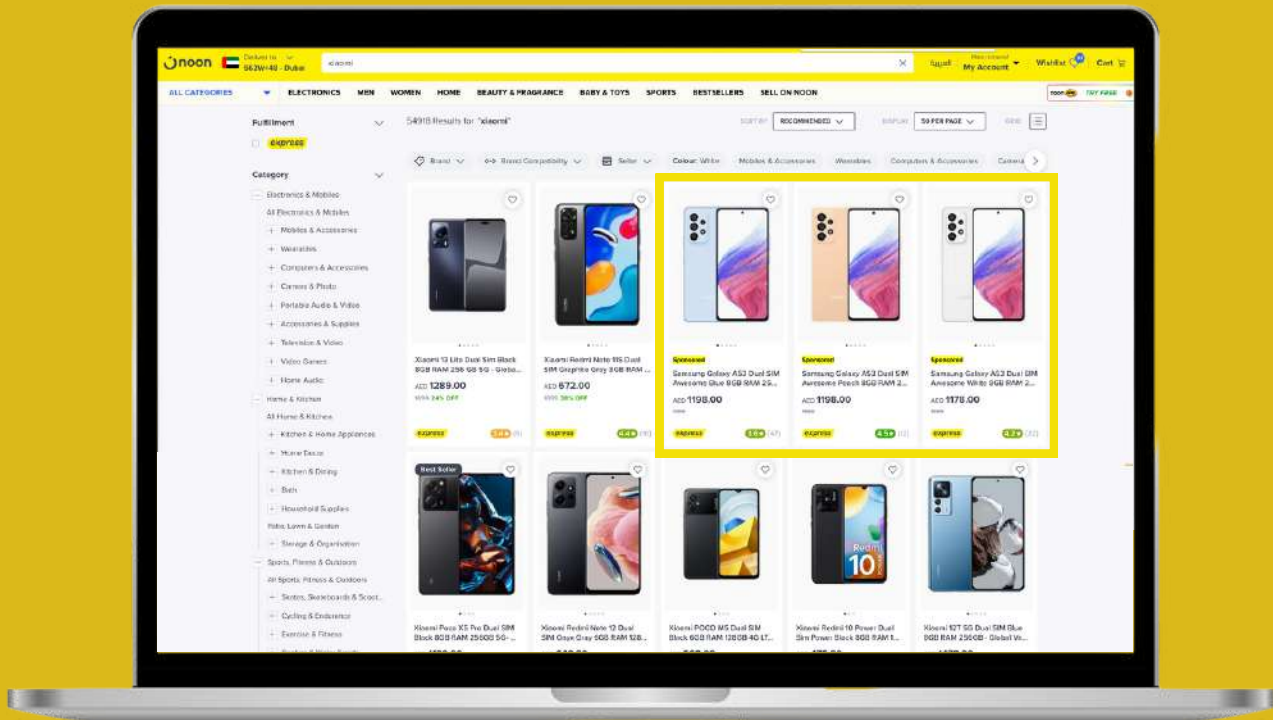
*Note: You can also bid lower or higher than the amount suggested.*

## 7. Save & launch

Once satisfied with your selected SKUs, keywords, categories and bids, click on 'Save and Launch' to activate your PLA campaign.

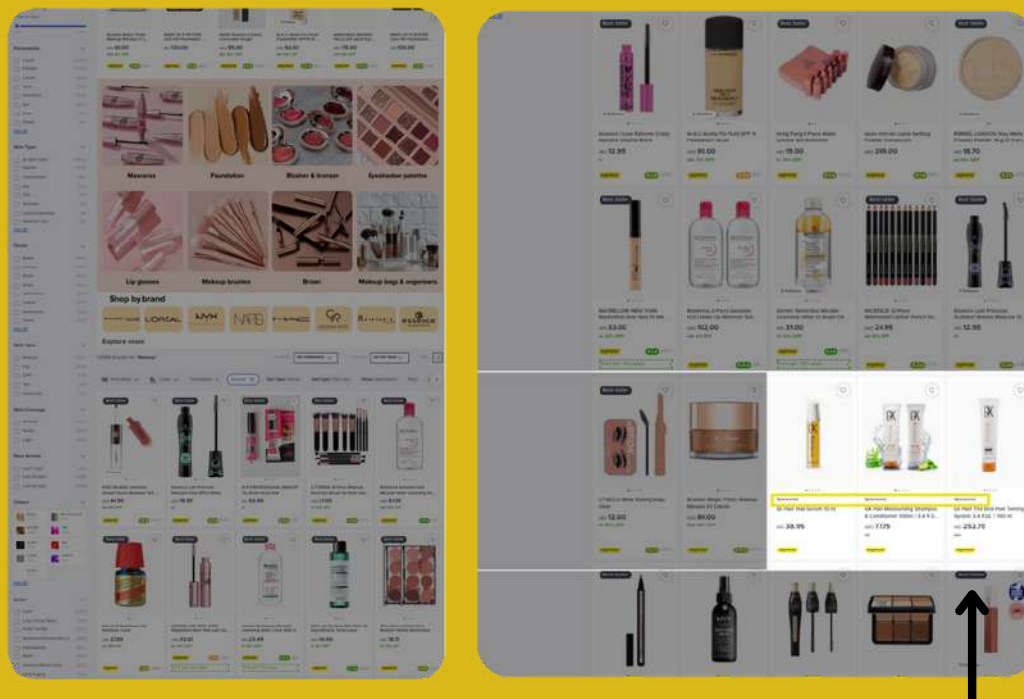
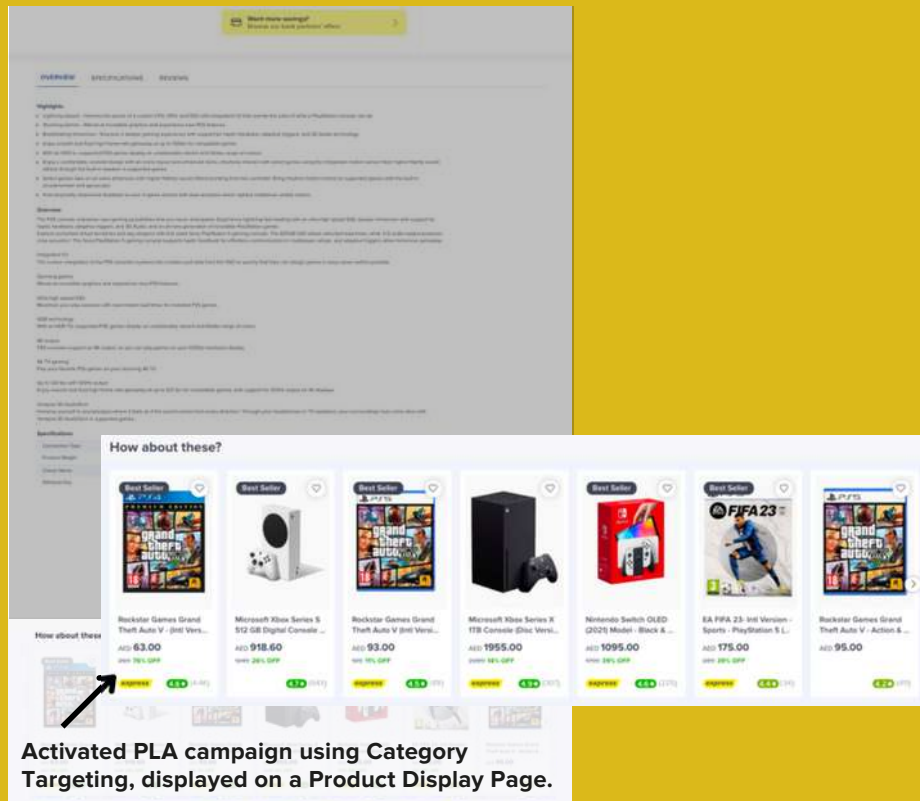
# Sample of activated PLA campaign on noon

## Activated PLA campaign using Keyword Targeting



# Sample of activated PLA campaign on noon

## Activated PLA campaign using Category Targeting



Simple and exciting, isn't it?

We'd love to help if you have any questions. Please reach out to us at [adsupport@noon.com](mailto:adsupport@noon.com) and someone from our team will be in touch with you.